

Setting SMART Goals

The first step in achieving your goal is to articulate what your goal is. A weak goal statement can make it difficult to set a path toward achieving it or set you on the wrong path, which is a time waster. Creating a strong goal statement will help you achieve your goal, and a strong goal statement must be SMART – Specific, Measureable, Attainable, Relevant and Time-Bound.

Specific

To make sure your goal statement is specific, it should answer the three questions in the model for improvement:

1. What are you trying to improve?
2. How can you do it?
3. How will you know the change is an improvement?

Measureable

To reach your goal, you need to measure any outcomes. Ask yourself, how will you know you reached your goal?

Attainable

Define the rationale for setting the goal measure. Is it a goal you can realistically reach, given resources, knowledge and time? However, remember that a goal can be both challenging and realistic. Only you and your team can decide just how high your goal should be.

Relevant

How will your goal address the problem or need?

Time-Bound

What is the target date for achieving your goal? Give yourself enough time to achieve your goal, but not so much time that you lose momentum, lose track of your goal or negatively impact your performance.

